

University Plaza & Jefferson Avenue Site Redevelopment

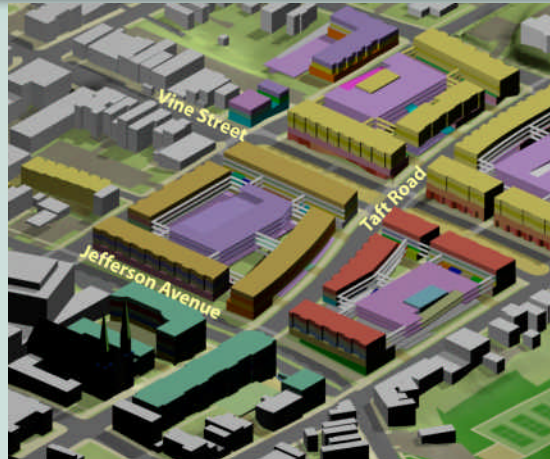
University Plaza

- *Reconnect Vine*
- *Signature Gateway @ Taft*
- *Grocery supported by deck parking*
- *Stacked uses*
 - *Neighborhood Service & Retail @ ground level*
 - *Housing and office above*
- *Strong Pedestrian Connections to Calhoun & Campus*

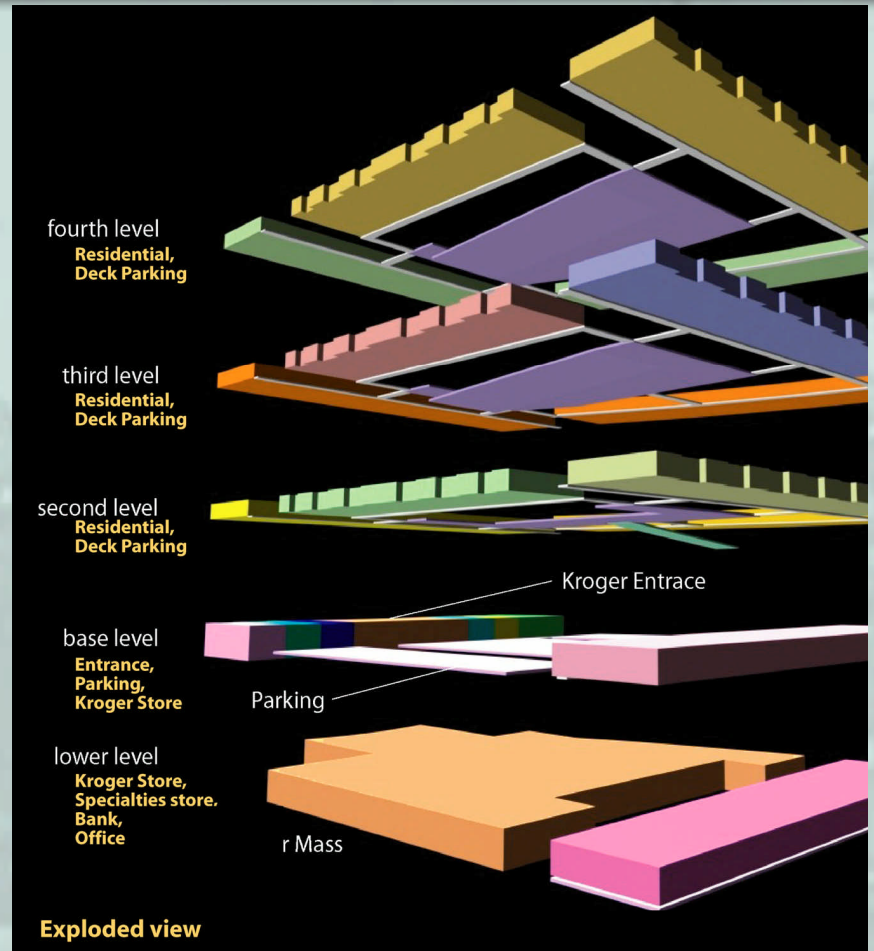


University Plaza Site Character

The illustrations at right depict one of several redevelopment concepts prepared by the Niehoff Studio of the University of Cincinnati College of Design, Art, Architecture & Planning. The purple color block represent structured parking at the interior of a proposed two story grocery with two levels of residential units above.



View Looking East from BP Gas Station on Corry St.



University Plaza Redevelopment Alternatives

During the planning effort the consulting team presented several alternative redevelopment schemes for the University Plaza Site. The ground floor size of the proposed grocery anchor store ranged between 35,000 and 65,000 square feet. Larger footprints were not recommended due to site constraints with parking and loading as well as the potential negative impact of a bigger box on the scale and character of the traditional neighborhood retail district. The ultimate configuration of a redeveloped University Plaza site is dependant upon several complex relationships including preferred store size and the configuration of future roadway improvements.



University Plaza Implementation Issues

- *"Gap" Financing*
 - *Parking Structures*
 - *Construction Period Lease Revenue*
 - *Advance Leasing*
- *Kroger / Schottco Buy-in*
- *Financing / Feasibility of Roadway Modifications*



Jefferson Avenue Linkages

Redevelopment along Chalton, Daniels, and University Avenues should include development of retail and restaurant uses at street corners to draw patrons east to Short Vine. Upper story uses should feature higher density housing catering to U.C. students and employees of local institutions.

